Rep Order# 6867157 Ver# 1 Status New Traffic Order# **EC'd** Yes

Printed: 10/23/2012 1:37 PM Last Received: 10/23/2012 12:51 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station Advertiser () .DCCC/HORSFORD

Horsford/DCCC **Product**

Estimate# 2209

Buyer Jesse Demastrie

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/2209 Flight Dates

Hiatus Weeks

10/24/2012 - 10/24/2012

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

1 of 3

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
	2	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	10/24-10/24	1	1	1	\$700.00	
	3	W	7A-9A	TODAY SHOW	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
	4	W	9A-10A	TODAY SHOW II	:30	\$425.00	10/24-10/24	1	1	1	\$425.00	
	5	W	11A-12P	RACHEL RAY	:30	\$325.00	10/24-10/24	1	1	1	\$325.00	
	6	W	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/24-10/24	1	1	1	\$425.00	
	7	W	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/24-10/24	1	1	1	\$325.00	
	8	W	3P-4P	DR. PHIL	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
	9	W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$725.00	10/24-10/24	1	1	1	\$725.00	
	10	W	5P-630P	EARLY NEWS	:30	\$1,200.00	10/24-10/24	1	1	1	\$1,200.00	
	11	W	630P-7P	JEOPARDY	:30	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
	12	W	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
	13	W	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
	14	W	8P-9P	THE VOICE	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	

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KSNV-TV LAS VEGAS, NV.) GMMB Station Agency) .DCCC/HORSFORD Advertiser 3050 K ST NW **Product** Horsford/DCCC Estimate# 2209

WASHINGTON, DC 20007 143/149/2209

Agency C/P1/P2/E Flight Dates **Hiatus Weeks**

Sales Office (Salesperson (

Rep Firm

) PHILADELPHIA) AMY MCCREARY

2 of 3

10/24/2012 - 10/24/2012 Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

Fax# Spots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots ____ 11P-1135P NEWS 3 NIGHTSIDE :30 15 W \$1,200.00 10/24-10/24 1 1 1 \$1,200.00 16 1135P-:30 \$500.00 10/24-10/24 1 1 1 \$500.00 W TONIGHT SHOW W/ JAY LENO

---REPORT TOTALS---

Buver

Phone#

LT

Report Totals: 16 / \$15,125.00

Jesse Demastrie

1235A

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$15,125.00 Sales Totals: 16 / \$15,125.00 Station Totals: 16 / \$15,125.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$56,019 CATV 0 % KBLR 0 % KINC 0 % KLAS 26% KSNV 27% 25% 1% 2% KVMY 2% 17% KTNV KTUD KVCW KVVU

> XXXX 0 %

--- COMPETITIVE COMMENTS---

EST SHARES

NOV12 Books Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE

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Horsford/DCCC **Product**

2209 Estimate#

Buyer Jesse Demastrie

Phone# Fax#

) GMMB Agency

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/2209

Flight Dates 10/24/2012 - 10/24/2012

Hiatus Weeks

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3 of 3

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